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Snap Printing Caringbah celebrates 18 years in business and opens its Snap Level 2 centre.

Snap Printing Caringbah celebrated a double milestone today, with the opening of its new Snap Level 2 centre coinciding with the printing franchise's 18th birthday.

Franchise owner Ron Seeto said Snap Printing Caringbah's involvement in the local community was central to the business' longevity.

"We have owned the Snap Printing centre in Caringbah since 1990 and we have worked hard to build up strong relationships with clients and community groups," he said.

"We are proud of our association with the Cronulla Crays Junior Surf Lifesaving Club and I was pleased to welcome John Clark, the Vice Chairman speak at our birthday celebrations."

Ron added that he was excited about opening Snap Level 2, which would provide marketing services to complement the services already offered by Snap Printing.

"At Snap Printing Caringbah, we have always offered marketing advice to go with our professional printing and design products, so opening a Snap Level 2 outlet seemed a natural progression."

Snap Level 2 is a unique system that offers businesses a marketing strategy and related material for a fraction of the cost of traditional marketing, advertising or design firms.

"Small to medium business owners are often too busy to sit down and develop a marketing strategy and often don't have the big dollars associated with such professional services."

Snap Level 2 is located within the Caringbah Snap Printing centre in a standalone 'pod'. The funky and vibrant atmosphere has been designed to provide a stimulating and creative environment.

The marketing service is now offered in addition to the professional printing, copying and design services already provided at Snap Printing Caringbah.

Ron said he hoped guests at the birthday celebrations enjoyed the Traditional Lion Dance, which he normally hosted to welcome the Chinese New Year.

The lion is mystical and the lion costume is composed of many symbolic shapes: The bird shaped horn represents the phoenix. The ears and tail are from the unicorn. The protruding forehead, with its mirror to deflect evil forces and long beard, is characteristic of the dragon.

"The Chinese consider the lion dancing to be a vehicle for dispensing all the good blessings of heaven to the whole community and represents the sharing of hope and aspiration for all the good things life holds," Ron said.

"We have held Chinese New Year celebrations since 1992, to share our Chinese culture with local audiences."

"However we are including the dance at our birthday celebrations to bring good fortune to our new premises, our new marketing business and existing printing business and also to our customers and community partners."

"We hope we will be part of the community for another 18 years to come."

For more information, please contact:

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